



start! Walking At Work Day is a nationwide call-to-action for Americans to start living a healthy lifestyle. Your company can help your employees take the first step in becoming more active by participating in **start! Walking At Work Day**. Join others across the nation as they wear their sneakers to work on April 25, 2007 and pledge to start a healthier lifestyle as part of this annual event.

➤ How can my company get involved?

The concept is simple. Begin by inviting your employees to wear their sneakers to work on April 25, then promote participation by using the tools provided in your **start! Walking At Work Day** packet. Encourage employees to make healthy lifestyle choices to walk more, eat well and live longer.

Your company may already participate in the **start! Walking Program**, the **start! Heart Walk**, or you may be recognized as a **start! Fit-Friendly Company**. **start! Walking At Work Day** is a great way to highlight your existing workplace wellness initiatives or kick off a new program.

Bringing **start! Walking At Work Day** to your workplace is easy. All you have to do is:

- **Get your senior leaders involved.** Having key leaders participate sends a clear signal to staff that your organization supports start!. When senior leaders set a healthy example, employees follow.
- **Save the date.** Reserve time on your senior leaders' calendars for **start! Walking At Work Day** on April 25. We suggest that you hold your rally and walk at 2:41 p.m., but you can select the time that works best for your company. Did you know that you could gain two hours of life expectancy for every hour of regular, vigorous exercise? Hosting your rally at 2:41 highlights that fact and provides a much-needed afternoon break!
- **Spread the word.** Promote your **start! Walking At Work Day** using posters in the workplace, contests and interactive activities. Our **start! Walking At Work Day** packet will give you the tools you need.
 - Send e-mails and voicemails inviting employees to attend the **start! Walking At Work Day** festivities. The **start! Walking At Work Day** packet has templates for communications you can use.
 - Offer contests and other interactive activities for employees leading up to the day. Examples include sneaker decorating contests and "sneaker spotting" contests in which employees try to catch the CEO and company leaders wearing sneakers.
- **Encourage staff to wear sneakers** to work on **start! Walking At Work Day** to show their commitment to living healthier lives.
- **Host a walk and rally** on **start! Walking At Work Day** and encourage staff to walk more, eat well and live longer.
 - CEO personally welcomes employees and leads the walk.
 - Lifestyle Change Award winners share their stories.
 - Company offers healthy food to employees at rally.

➤ Program Resources

The **start! Walking At Work Day** packet provides companies with tools to make participation easy and fun for all employees. The packet includes:

- **start! Walking At Work Day** Resource CD — This CD includes tools such as e-mail and voicemail templates, desk-drop flyers, poster artwork and a **Start! Walking At Work Day** PowerPoint presentation. Resources are also available at **www.americanheart.org/start**.
- **start! Walking At Work Day** posters to publicize the event within your workplace.
- **start! Walking At Work Day** stickers for your employees who participate.



walk more + eat well =
live longer
americanheart.org/start